Great Students, Great Schools, Great Jobs and Great Lives
Lessons Learned From Gallup’s Research on Success in Education and Beyond

Tim Hodges, PhD
@timhodges402
tim_hodges@gallup.com
Americans Are Losing Confidence in Public Schools

Confidence in Public Schools

% Great Deal/Quite a lot

1973

2015

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Public Opinion of Schools Across the Nation

Quality of Public Education is Excellent or Good

- North Dakota: 89% (Highest)
- Colorado: 67% (20th)
- Nevada/New Mexico: 42% (Lowest)
Changes in Academic Standards?

Average Grade Point Average over Time

Hours Spent Studying

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Standardized Testing and Entrepreneurship

Negative correlation between PISA and GEM scores

Ranking by PISA Math Score and Perceived Entrepreneurial Capability

- 2009 PISA Math
- Perceived Entrepreneurial Capability
JUST

20% of parents are “Fully Engaged”

Compared to at least 30% of customers in industries such as healthcare, hospitality, retail and financial services are “Fully Engaged”
The Path to School Success

The Latin root of “education” is “educe” or to draw out something hidden or to lead out of.

1. Great Principals/Leaders
2. Engaged Teachers/Staff
3. Engaged Students
Employee Engagement: The 12 Items That Matter

Q01 I know what is expected of me at work.

Q02 I have the materials and equipment I need to do my work right.

Q03 At work, I have the opportunity to do what I do best every day.

Q04 In the last seven days, I have received recognition or praise for doing good work.

Q05 My supervisor, or someone at work, seems to care about me as a person.

Q06 There is someone at work who encourages my development.

Q07 At work, my opinions seem to count.

Q08 The mission or purpose of my company makes me feel my job is important.

Q09 My associates or fellow employees are committed to doing quality work.

Q10 I have a best friend at work.

Q11 In the last six months, someone at work has talked to me about my progress.

Q12 This last year, I have had opportunities at work to learn and grow.
U.S. Employee Engagement

Engagement: Involvement and enthusiasm for work

“Sure, I can help!”
32%
ENGAGED

“I’m kind of busy.”
51%
NOT ENGAGED

“This won’t work.”
17%
ACTIVELY DISENGAGED
Teacher Engagement

“Sure, I can help!” 31% ENGAGED

“I’m kind of busy.” 56% NOT ENGAGED

“This won’t work.” 13% ACTIVELY DISENGAGED

K-12 teachers are the least likely among 12 occupational groups studied to agree that:

“At work, my opinions seem to count.”
## Faculty Engagement

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<tbody>
<tr>
<td>Engagement</td>
<td>34%</td>
<td>32%</td>
<td>45%</td>
<td>32%</td>
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</table>
Gallup Student Poll

The Gallup Student Poll collects student perceptions on four non-cognitive measures that generate actionable data for schools and helps educators prioritize and design interventions aimed at:

- **Engagement**: The involvement in and enthusiasm for school.
- **Hope**: The ideas and energy students have for the future.
- **Entrepreneurial Aspiration**: The talent and energy for building businesses that survive, thrive and employ others.
- **Career/Financial Literacy**: The information, attitudes and behaviors that students need to practice for healthy participation in the economy.
Engagement by Grade Level

GSP U.S. Overall 2015

Percent Engaged

<table>
<thead>
<tr>
<th>Grade Level</th>
<th>Engagement (%)</th>
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<tbody>
<tr>
<td>5th</td>
<td>75%</td>
</tr>
<tr>
<td>6th</td>
<td>67%</td>
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<tr>
<td>7th</td>
<td>55%</td>
</tr>
<tr>
<td>8th</td>
<td>45%</td>
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<tr>
<td>9th</td>
<td>41%</td>
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<tr>
<td>10th</td>
<td>33%</td>
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<tr>
<td>11th</td>
<td>32%</td>
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<tr>
<td>12th</td>
<td>35%</td>
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</table>
Less than 50% of U.S. students strongly agree that they get to do what they do best every day.
“What will happen when we think about what is right with people rather than fixating on what is wrong with them?”

Donald O. Clifton, psychologist and business executive (1924-2003)
The Science of Strengths

CONDUCTED TENS OF THOUSANDS OF INDIVIDUAL INTERVIEWS

COACHED EVEN MORE EXECUTIVES, LEADERS, MANAGERS AND EMPLOYEES

STUDIED MORE THAN 1 MILLION WORK TEAMS

5 DECADES OF RESEARCH AND DEVELOPMENT

CLIFTONSTRENGTHS®
15 MILLION PEOPLE

BEST SELLING BOOK — StrengthsFinder 2.0
Wall Street Journal, BusinessWeek, USA Today, Amazon

USED BY 457 OF THE FORTUNE 500 COMPANIES*

*As reported by the Wall Street Journal
Let’s shift from what’s wrong to what’s strong

Discover and develop each person’s unique talents and build an academic and employment success plan around their strengths.

IDEATION ACHIEVER INPUT FUTURISTIC LEARNER STRATEGIC MAXIMIZER POSITIVITY COMMAND DISCIPLINE RELATOR COMMUNICATION RESPONSIBILITY ANALYTICAL EMPATHY
College Education is Getting More Expensive

74% say U.S. higher education is not affordable for all.

More than $1 Trillion in collective student debt. That’s more than all credit card debt combined.

73% of US Parents Worry ‘a great deal’ about College Funding
Reason For Education Beyond High School

In your opinion, which one of the following is the main reason why students get education beyond high school?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To earn more money</td>
<td>53%</td>
</tr>
<tr>
<td>To get a good job</td>
<td>33%</td>
</tr>
<tr>
<td>To become a well-rounded person</td>
<td>5%</td>
</tr>
<tr>
<td>To learn more about the world</td>
<td>3%</td>
</tr>
<tr>
<td>To learn to think critically</td>
<td>1%</td>
</tr>
<tr>
<td>All the above</td>
<td>3%</td>
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</tbody>
</table>
Are Graduates Prepared For Work?

96% of Chief Academic Officers at colleges and universities rate their institution as very/somewhat effective at preparing students for the world of work.

14% of Americans strongly agree that college graduates are well-prepared for success in the workplace.

11% of business leaders strongly agree that graduating students have the skills/competencies that their businesses need.
What Factors Matter Most to Hiring Managers

Percent responding “very important”

- Knowledge: 84%
- Skills: 79%
- Major: 28%
- Alma Mater: 9%
What Business Leaders Want Most

In your opinion, what talent, knowledge or skills should higher education institutions develop in students to best prepare them for success in the workforce in the coming years?

#1 Internships/on-the-job experience
Gallup-Purdue Index: Great Jobs and Great Lives

Guiding question: Are some college graduates more prepared for *great jobs* (workplace engagement) & *great lives* (well-being)?

When grads feel their alma mater prepared them “well for life outside college” their odds of being ENGAGED in their jobs nearly TRIPLES

No difference in workplace engagement or well-being by race/ethnicity or whether graduate had been first in family to attend college

Finishing the undergraduate degree in 4 years DOUBLES odds of being ENGAGED in work later in life
It’s not where you go...

| No difference in workplace engagement or well-being of graduates between: | Public versus private nonprofits |
| Top 100 ranked schools in *U.S. News & World Report* and rest | Highly selective institutions and rest |
GRADUATES WHO WERE "EMOTIONALLY SUPPORTED" DURING COLLEGE HAVE MORE THAN 2x THE ODDS OF BEING ENGAGED IN THEIR WORK AND 3x AS LIKELY TO BE THRIVING IN THEIR WELL-BEING

“At least one professor who made me excited about learning.” 63%
“Professors cared about me as a person.” 27%
“A mentor who encouraged my hopes and dreams.” 22%

ONLY 14% OF ALL GRADUATES EXPERIENCED ALL THREE
GRADUATES WHO HAD “EXPERIENTIAL AND DEEP LEARNING” HAVE MORE THAN 2x THE ODDS OF BEING ENGAGED IN THEIR WORK AND MORE ARE THRIVING (13% vs. 10%)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>“Long-term project taking a semester or more to complete.”</td>
<td>32%</td>
</tr>
<tr>
<td>“Internship or job where applied learning.”</td>
<td>29%</td>
</tr>
<tr>
<td>“Extremely involved in extracurricular activities and organizations.”</td>
<td>20%</td>
</tr>
</tbody>
</table>

ONLY 6% OF ALL GRADUATES EXPERIENCED ALL THREE
The Millennial Generation

73 million

BORN BETWEEN

1980 and 1996
Millennials as People

Snapshot of the Millennial Generation

- Make up **38%** of the U.S. working population and that number is growing
- Currently aged 19-36
- College educated but carrying debt
- Unattached, Connected, Unconstrained and Idealistic

MILLENNIALS MAKE UP **38%** OF THE U.S. WORKING POPULATION
Millennials report more willingness to leave their jobs and look for new jobs than members of older generations.

60%  
Are open to a different job opportunity

36%  
Will look for a job with a different organization if job market improves

Just 6% of the nation’s public school superintendents strongly agree that their district is prepared for millennials in the workplace.
The Change in Leadership

Past
My Paycheck
My Satisfaction
My Boss
My Annual Review
My Weaknesses
My Job

Future
My Purpose
My Development
My Coach
My Ongoing Conversations
My Strengths
My Life
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